



Date: 20-11-2020

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
END SEMESTER EXAMINATION : November 2020
BVOC Filmmaking & Animation – III SEMESTER
VO 3116: LANGUAGE III

Time: 2 1/2 hours

Marks:70

Supplementary candidates only

Attach the question paper to the answer script

This paper contains TWO printed pages and THREE parts

I. Answer any FIVE of the following:

(5 X 2 = 10)

1. Define signifier.
2. What is false consciousness?
3. Explain the term Point of View.
4. Describe – 'Connotation' and 'Denotation' with respect to visuals or text.
5. Explain in brief the relevance of dialogue in a narrative.
6. Give two examples of influential advertisements that have impacted you.

II. Answer any THREE of the following in 200 words each: (3 x 10 = 30)

7. Explain the Rhetoric of Advertising – Ethos, Pathos and Logos, with an advertisement as an example for each type.
8. Explain Romanticism and its characteristics in detail.
9. Write an essay on the poem – 'An Introduction' – by Kamala Das
10. Explain the constituents of a narrative.

III. Answer any TWO of the following in 350 words each: (2 x 15 = 30)

11. What are visual metaphors? Cite examples from a film that you have watched.
12. Critically analyze the poem – 'Our Casuarina Tree' by Toru Dutt **OR** 'The Telephone Conversation' by Wole Soyinka

13. Analyze the following advertisement using Marxian approach as a tool.



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